



State of Wisconsin
Department of Workforce Development

WORKFORCE OBSERVATIONS* FOR WISCONSIN BAY AREA COUNTIES

March 2004

Bay Area Unemployment Rates Show Seasonal Increase

Wisconsin Bay Workforce Development Area

February 2004	Brown	Door	Flor.	Kew.	Manit.	Marinette	Meno.	Oconto	Shaw.	Sheb.	Bay Area	WI
Civilian Labor Force*	150,500	15,900	2,000	10,900	44,000	23,200	2,600	16,200	21,300	65,700	352,300	3,100,400
Employed	142,200	14,100	1,800	10,000	39,700	21,300	2,400	14,400	19,800	62,300	328,000	2,900,800
Unemployed	8,300	1,700	200	900	4,300	2,000	200	1,900	1,500	3,400	24,300	199,700
Unemployment rate(%)	5.5%	10.9%	8.5%	7.9%	9.8%	8.4%	9.4%	11.4%	7.0%	5.1%	6.9%	6.4%
Seasonally Adj. Rate (%)	4.6%	-	-	-	-	-	-	-	-	4.5%	-	5.2%

Change from one month ago January 2004

Civilian Labor Force*	-300	200	0	0	100	-200	0	0	100	-100	-300	18,200
Employed	-1,000	100	0	-100	-200	-300	0	-100	-100	-300	-2,100	-2,915,300
Unemployed	700	100	0	100	300	100	0	100	200	200	1,900	-149,800
Unemployment rate(%)	0.5%	0.2%	0.6%	1.0%	0.7%	0.5%	-0.1%	0.7%	1.0%	0.4%	0.5%	#DIV/0!
Seasonally Adj. Rate (%)	0.1%	-	-	-	-	-	-	-	-	0.1%	-	0.2%

Change from one year ago February 2003

Civilian Labor Force*	7,100	700	100	300	400	100	100	0	800	2,000	11,700	57,000
Employed	7,900	600	200	400	100	200	100	100	800	2,400	12,900	70,000
Unemployed	-700	100	-100	0	200	-100	0	0	-100	-500	-1,200	-13,000
Unemployment rate(%)	-0.8%	0.4%	-3.5%	-0.6%	0.4%	-0.6%	-1.5%	-0.6%	-0.9%	-0.9%	-0.6%	-0.5%
Seasonally Adj. Rate (%)	-0.6%	-	-	-	-	-	-	-	-	-0.7%	-	-0.6%

* Includes participants residing in area. ** Includes employment with employers located in area. Estimates are NOT seasonally adjusted.
Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers. NW's data is benchmarked to 3/2002.

Like January, February's seasonally unadjusted unemployment rate in the Wisconsin Bay Area increased over the month but continued to show improvement in the over the one year ago numbers. The rate for the Bay Area rose 0.5 of a percentage point from January to 6.9 percent, just slightly greater than the average January to February rate increase of 0.3 tenths of a percentage point. At this time last year the unemployment rate in the area was 7.5 percent.

January and February unemployment rates are typically at the highest levels for the year. In the Bay Area nine of the ten counties in the region had an increase in its

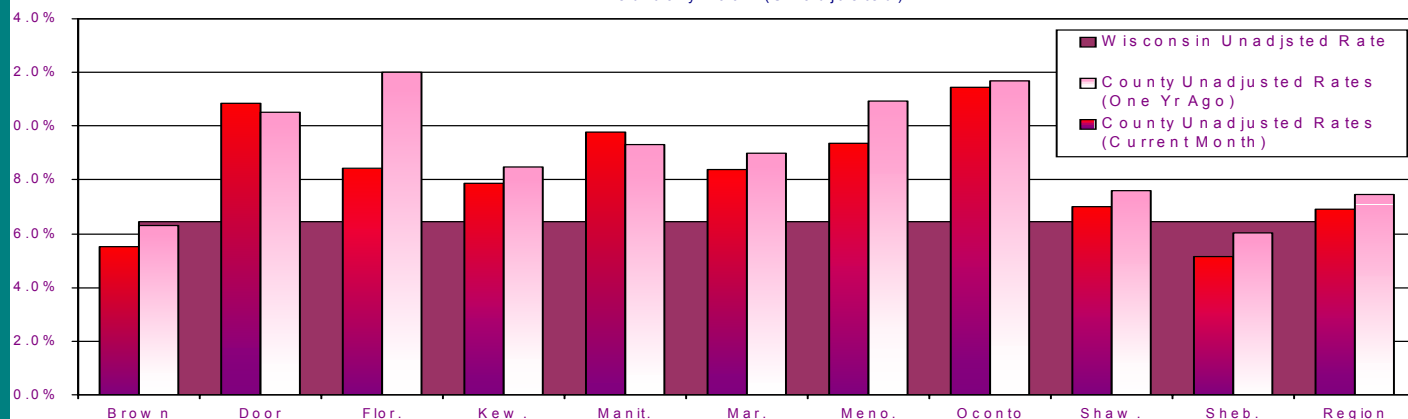
rate from January. The only county to experience a decrease was Menominee County which declined 0.1 of a percentage point to 9.4 percent. Oconto County continued to have the highest rate in the area at 11.4 percent, up 0.7 of a percentage point from January, while Sheboygan remained the lowest at 5.1 percent, up 0.4 of a percentage point. Following seasonal patterns for the area, generally March employment patterns begin to show improvement in employment and growth in the labor force.

Comparing the unemployment rates with last February, the only county with an increase over the year was Door

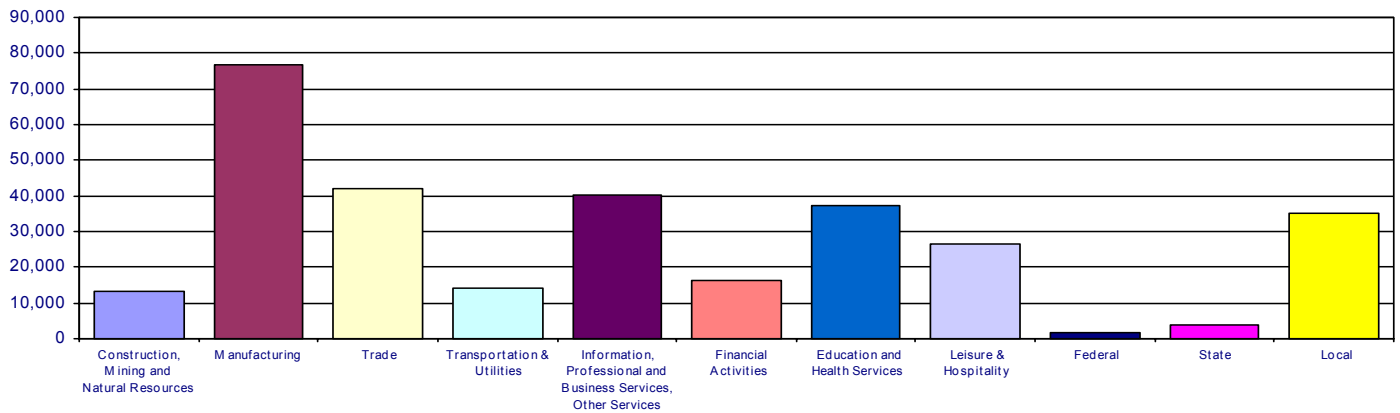
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Wisconsin Bay WDA County Unemployment Rates

February 2004 (Unadjusted)



WI Bay Area NFWS for February 04



County, which was up 0.4 of a percentage point to 10.9 percent, second highest in the region. Menominee County had the greatest over the year decrease with a drop of 1.5 of a percentage point.

The Bay Area's labor force decreased 300 in February. A decline or very limited increase was experienced in all of the ten counties in the region. This is slightly less than average for the month. On average, the area has an increase of about 600 workers between the two months, but this is a very small increase when looking at a total labor force of over 350,000. The number estimated to be employed was down 2,100 from January, although the over the year increase was quite impressive with 12,900 more claiming to be employed this year compared to last February.

Nonfarm wage and salary employment (NFWS) increased 7,300 from one year ago, although the monthly figure showed a decrease of 1,300 from January. This is typical

for this time period, but should begin to reverse this pattern in March or April. In February, there were 307,500 NFWS jobs in the Bay Area.

Seasonally Adjusted Unemployment Rates

The seasonally adjusted rate for the Green Bay MSA was 4.6 percent, up 0.1 of a percentage point. This was 0.6 of a percentage point below last year. The rate for the Sheboygan MSA, was 4.5 percent, up from 4.4 percent and 0.7 of a percentage point below last February. The nation's rate was 5.6 percent. The rate for Wisconsin was 5.2 percent.

For additional labor market statistics contact our website at <http://www.dwd.state.wi.us/lmi>.

U.S. Consumer Price Index - All Urban Consumers (CPI-U)

National (U.S. City Avg.) 1982-84 = 100

	Class B/C-North Central States (1996 - 100) (Size 50,000- 1,500,000)			Class D-North Central States (1996 - 100) (Size Less than 50,000)		
	Feb-04	Jan-04	Feb-03	Feb-04	Jan-04	Feb-03
Item	Index	Index	% Change Previous Month	Index	Index	% Change Previous Month
All Items	186.2	185.2	1.7%	114.7	114.1	1.7%
Food & Beverage	184.5	184.3	3.1%	114.2	114.2	3.0%
Housing	187.0	186.3	2.1%	113.0	112.6	1.7%
Apparel & Upkeep	118.6	115.8	-1.7%	88.7	87.8	2.0%
Transportation	158.8	157.0	-0.1%	114.0	112.8	-0.4%
Gasoline (all types)	142.5	136.1	2.0%	148.4	143.9	-0.3%
Medical Care	306.0	303.6	4.2%	131.8	130.9	6.3%
Energy	140.6	137.4	3.8%	136.6	134.3	3.1%

(Not seasonally Adjusted)

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LMI is widely used by government, private industry and individuals when ana-

The information collected on this report is vital to maintaining a database that accurately reflects the condition of the Wisconsin economy. That helps you make decisions about where to site your expansion and what wages you need to

Contact Deb Holt, QCEW program manager at 608.266.5321, for more information.

Employment growth in Northeast Wisconsin is very much centered around the Green Bay Metropolitan Statistical Area (MSA). During the last 10 years the number of jobs in the Green Bay MSA has

It was estimated that there were 147,800 jobs in the Green Bay MSA in 2003, this was an increase of 1.4 percent from 2002.

also the largest annual growth rate in the State last year. The Statewide change over the year was a decrease of 0.1 of a percent. The Green Bay MSA makes up 5.3 percent of Wisconsin's nonfarm wage and salary employment.

TOTAL NONFARM EM- PLOYMENT	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	10 Yr % Chg 1993-2003
Statewide	2291.5	2302.1	2357.9	2412.7	2490.7	2558.6	2600.6	2655.8	2718.0	2784.0	2833.8	2813.9	2782.4	2778.9	15.2%
over-the-year % change	3.8%	0.5%	2.4%	2.3%	3.2%	2.7%	1.6%	2.1%	2.3%	2.4%	1.8%	-0.7%	-1.1%	-0.1%	
Appleton-Oshkosh-Neenah MSA	160.9	164.2	169.5	174.4	179.7	185.3	189.1	192.6	197.3	201.2	206.7	206.7	205.2	203.5	16.7%
over-the-year % change		2.1%	3.2%	2.9%	3.0%	3.1%	2.1%	1.9%	2.4%	2.0%	2.7%	0.0%	-0.7%	-0.8%	
% of Total State Nonfarm	7.0%	7.1%	7.2%	7.2%	7.2%	7.2%	7.3%	7.3%	7.3%	7.2%	7.3%	7.3%	7.4%	7.3%	
Eau Claire MSA	58.7	59.2	60.3	61.6	64.2	66.7	68.8	71.7	74.0	76.4	76.6	75.9	76.5	77.1	25.2%
over-the-year % change		0.9%	1.9%	2.2%	4.2%	3.9%	3.1%	4.2%	3.2%	3.2%	0.3%	-0.9%	0.8%	0.8%	
% of Total State Nonfarm	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.8%	
Green Bay MSA	105.6	108.2	112.6	116.3	121.6	127.3	131.0	133.8	137.6	143.6	146.4	145.6	145.8	147.8	27.1%
over-the-year % change		2.5%	4.1%	3.3%	4.6%	4.7%	2.9%	2.1%	2.8%	4.4%	1.9%	-0.5%	0.1%	1.4%	
% of Total State Nonfarm	4.6%	4.7%	4.8%	4.8%	4.9%	5.0%	5.0%	5.0%	5.1%	5.2%	5.2%	5.2%	5.2%	5.3%	
Janesville-Beloit MSA	60.4	57.9	60.8	62.3	64.5	67.3	67.4	69.1	69.8	70.9	70.5	68.8	67.4	67.1	7.7%
over-the-year % change		-4.1%	5.0%	2.5%	3.5%	4.3%	0.1%	2.5%	1.0%	1.6%	-0.6%	-2.4%	-2.0%	-0.4%	
% of Total State Nonfarm	2.6%	2.5%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.5%	2.5%	2.4%	2.4%	2.4%	
Kenosha MSA	41.9	43.1	44.4	45.4	47.1	48.9	49.1	50.9	53.6	55.1	55.6	54.2	53.8	54.5	20.0%
over-the-year % change		2.9%	3.0%	2.3%	3.7%	3.8%	0.4%	3.7%	5.3%	2.8%	0.9%	-2.5%	-0.7%	1.3%	
% of Total State Nonfarm	1.8%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	2.0%	2.0%	2.0%	1.9%	1.9%	2.0%	
La Crosse MSA (WI-MN)	58.4	59.2	60.8	62.5	64.8	66.4	67.2	68.4	69.9	71.2	72.4	72.7	72.4	72.2	15.5%
over-the-year % change		1.4%	2.7%	2.8%	3.7%	2.5%	1.2%	1.8%	2.2%	1.9%	1.7%	0.4%	-0.4%	-0.3%	
% of Total State Nonfarm	2.5%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	2.6%	
Madison MSA	221.6	225.1	233.1	242.5	248.7	255.2	261.4	267.5	275.5	282.7	288.6	294.9	295.4	297.3	22.6%
over-the-year % change		1.6%	3.6%	4.0%	2.6%	2.6%	2.4%	2.3%	3.0%	2.6%	2.1%	2.2%	0.2%	0.6%	
% of Total State Nonfarm	9.7%	9.8%	9.9%	10.1%	10.0%	10.0%	10.1%	10.1%	10.1%	10.2%	10.2%	10.5%	10.6%	10.7%	
Milwaukee-Waukesha MSA	757.5	749.9	760.1	772.7	788.8	804.0	812.9	827.8	846.0	862.1	867.9	856.9	839.5	831.0	7.5%
over-the-year % change		-1.0%	1.4%	1.7%	2.1%	1.9%	1.1%	1.8%	2.2%	1.9%	0.7%	-1.3%	-2.0%	-1.0%	
% of Total State Nonfarm	33.1%	32.6%	32.2%	32.0%	31.7%	31.4%	31.3%	31.2%	31.1%	31.0%	30.6%	30.5%	30.2%	29.9%	
Racine MSA	76.7	75.5	75.5	76.4	77.6	79.1	79.4	80.2	81.5	82.2	82.3	80.4	79.4	79.0	3.4%
over-the-year % change		-1.6%	0.0%	1.2%	1.6%	1.9%	0.4%	1.0%	1.6%	0.9%	0.1%	-2.3%	-1.2%	-0.5%	
% of Total State Nonfarm	3.3%	3.3%	3.2%	3.2%	3.1%	3.1%	3.1%	3.0%	3.0%	3.0%	2.9%	2.9%	2.9%	2.8%	
Sheboygan MSA	51.9	51.5	52.2	53.9	56.3	58.1	57.7	58.0	60.1	62.0	63.7	62.7	61.7	61.5	14.1%
over-the-year % change		-0.8%	1.4%	3.3%	4.5%	3.2%	-0.7%	0.5%	3.6%	3.2%	2.7%	-1.6%	-1.6%	-0.3%	
% of Total State Nonfarm	2.3%	2.2%	2.2%	2.2%	2.3%	2.3%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	

Wisconsin Bay Workforce Development Area													
February 2004	Brown	Door	Flor.	Kew.	Manit.	Marinette	Meno.	Oconto	Shaw.	Sheb.	Bay Area	WI	
Total Nonfarm	149,100	12,000	1,300	6,400	33,800	20,000	2,200	8,800	12,500	61,400	307,500	2,750,000	
Total Private	131,400	10,300	900	5,200	29,300	17,800	200	7,100	9,700	54,900	266,700	2,330,300	
Goods Producing	34,800	2,900	300	2,100	11,700	6,900	*	2,600	2,700	25,800	89,800	612,000	
Service Producing	114,300	9,200	900	4,200	22,100	13,200	2,200	6,200	9,700	35,600	217,700	2,138,000	
Constr., Mining & Nat.Rsrcs	6,900	900	0	400	1,000	600	*	400	500	2,400	13,100	112,400	
Manufacturing	27,900	2,000	300	1,700	10,700	6,300	*	2,200	2,200	23,400	76,700	499,600	
Trade	21,900	1,800	100	800	4,100	2,800	100	1,000	2,000	7,500	42,100	426,700	
Transportation & Utilities	9,500	100	30	500	1,600	700	*	300	300	1,200	14,200	313,800	
Financial Activities	10,800	500	30	200	1,000	500	*	200	500	2,400	16,200	161,500	
Education and Health Services	18,500	1,300	100	500	4,600	2,700	*	1,000	1,600	7,000	37,400	375,400	
Leisure & Hospitality	13,500	2,000	200	500	2,800	1,600	*	1,000	1,200	3,900	26,700	231,600	
Info., Prof. & Bus. Svcs, Other Svcs	22,400	1,600	100	500	3,600	2,600	*	900	1,500	7,100	40,400	955,500	
Total Government	17,700	1,800	400	1,200	4,500	2,200	2,000	1,700	2,800	6,500	40,800	419,700	
Federal	1,000	100	30	100	200	100	*	100	100	200	1,900	29,200	
State	2,600	100	10	0	200	200	*	0	100	600	3,800	101,700	
Local	14,100	1,600	300	1,100	4,100	1,900	2,000	1,600	2,600	5,700	35,100	288,800	
Change from one month ago January 2004													
Total Nonfarm	-800	100	30	-100	-100	-200	10	0	0	-200	-1,300	15,900	
Total Private	-1,200	100	10	-100	-300	-300	0	0	-100	-300	-2,100	-3,700	
Goods Producing	-100	300	10	-100	-100	-200		0	0	-100	-400	-1,600	
Service Producing	-700	-100	10	0	0	0	10	0	0	-100	-900	17,500	
Constr., Mining & Nat.Rsrcs	-200	0	0	0	0	0		0	0	0	-300	-3,200	
Manufacturing	100	300	20	0	-100	-200		-20	-10	-100	-70	1,600	
Trade	-300	0	0	-10	-100	-100	0	-10	-50	-100	-650	-4,800	
Transportation & Utilities	-100	0	0	0	0	0		-10	0	0	-100	-5,100	
Financial Activities	0	0	0	0	0	0		0	0	0	-30	1,700	
Education and Health Services	0	0	0	0	0	0		0	0	0	-10	3,900	
Leisure & Hospitality	-900	-100	0	0	-100	0		20	-10	-100	-1,150	-3,300	
Info., Prof. & Bus. Svcs, Other Svcs	200	0	0	10	0	0		0	10	0	200	7,100	
Total Government	400	0	20	-10	100	100	10	20	40	100	830	19,600	
Federal	0	0	0	0	0	0		0	0	0	10	-100	
State	100	0	0	0	0	0		0	0	0	110	6,900	
Local	300	0	20	-10	100	100	10	10	40	100	710	12,800	
Change from one year ago February 2003													
Total Nonfarm	5,800	200	100	0	-700	500	100	-200	100	1,300	7,300	31,600	
Total Private	6,100	200	100	0	-600	700	0	-100	300	1,400	8,000	36,800	
Goods Producing	1,700	0	0	-100	-600	600		-300	100	400	1,700	-1,000	
Service Producing	4,100	200	100	100	0	-100	100	100	100	900	5,500	32,600	
Constr., Mining & Nat.Rsrcs	-200	0	0	0	-200	0		0	0	100	-200	4,300	
Manufacturing	1,900	0	0	-100	-500	600		-300	0	300	1,900	-5,300	
Trade	-100	0	0	0	0	0	0	0	100	300	300	7,600	
Transportation & Utilities	100	0	0	0	100	0		0	0	0	200	5,800	
Financial Activities	400	0	0	0	0	0		0	100	100	600	6,600	
Education and Health Services	900	0	0	0	100	0		0	100	100	1,100	13,800	
Leisure & Hospitality	2,100	100	0	0	-100	100		100	0	200	2,500	7,600	
Info., Prof. & Bus. Svcs, Other Svcs	1,000	100	0	0	0	0		0	0	300	1,500	20,900	
Total Government	-300	0	0	0	-100	-200	100	-100	-100	-100	-700	-5,200	
Federal	-100	0	0	0	0	0		0	0	0	-100	-600	
State	0	0	0	0	0	0		0	0	-100	-100	-500	
Local	-200	0	0	100	-100	-200	100	-100	-100	0	-500	-4,100	

Look for the most current Labor Market Information at: <http://www.DWD.STATE.WI.US/LMI>

Direct questions and comments to: **Richard Seidemann, Regional Labor Market Analyst**, Sheboygan County Job Center, 3620 Wilgus Avenue, Sheboygan, WI 53081 920-208-5809 920-459-3845(FAX) E-mail: richard.seidemann@dwd.state.wi.us

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